



## **Idaho Messaging**

### **Mission Statement:**

The Idaho Wine Commission (IWC) is the unifying organization for the vintners and wine grape growers of the Gem State. The IWC is a marketing, promotions and educational organization dedicated to improving the business climate for its members.

### **5 second Pitch**

Idaho has a small but growing wine region with the natural resources to sustain world-class vineyards and wineries.

- ❖ If you only have 5 seconds need to get across natural resources and potential. When talking to media need to come back to these two principles as often as possible. Try to repeat at least 3 times in interview to get them to hear and write it down. Even say these are the two most important things I think about the Idaho wine industry.

### **30 second Pitch**

Idaho is has a small but growing wine region with the natural resources to sustain world-class vineyards and wineries. Our warm climate, well drained soils and direct access to our water sources provides Idaho the key ingredients for fruit forward wines with good structure.

### **Idaho Stigma**

- Region too cold
- Too high
- Too deep in mountains
- Great white north
- Vines freeze out in winter

### **Countering the Idaho Stigma**

- Similar heat units to WA, 16hrs of sunlight
- Bad Idaho wines in past and get the impression that's what Idaho makes, one bad experience
- Idaho industry learning to optimize their vineyards and winemaking
- Professionalism gone up tremendously in 5yrs
- Was young and is improving rapidly
- That was then, this is now, try again